

\$100,000 IN EASY-TO-WIN PRIZES!

Palmolive's "Be Younger Looking" CONTEST

1st Prize

\$10,000 EUROPEAN SHOPPING SPREE

EXPENSE-PAID VACATION FOR 2
Including \$5,000 Spending Money

You and the companion of your choice will fly to Europe in only 6½ hours aboard a PAN AMERICAN Jet Clipper®—"World's Most Experienced Airline." You'll see the best of EUROPE—magnificent LONDON, exciting PARIS, historic BRUSSELS, and romantic ROME... on a luxurious, thrilling expense-paid 28-day tour and shopping spree. "Accommodations under private travel arrangement plan by THOS. COOK & SON, INC., world's oldest and largest travel organization."



ADDITIONAL PRIZES



3 Valve 122-S Automobiles. Sweden's deluxe 4-door family sedan engineered with superb sports-car precision.



8 lovely Kluge Chaumont Bedroom Groups in French Provincial design. In Parisian White.



20 Stromberg-Carlson Stereo Hi-Fi Consoles. For the sheer joy of listening, there's nothing finer than a Stromberg-Carlson.



55 \$250 Wardrobes by Nardis of Dallas. Be a Queen in a palace in your Nardis of Dallas.



150 Kodak Cine Scopometer Cameras, featuring built-in meter, 3-lens turret for regular, wide-angle and telephoto movies.



250 "Lady Desna" or "Lord Carson" wrist watches by Helbras, 17 lifetime jewel movement with unbreakable mainspring.



546 "My Sin" Sets for milady. Very finest in "toilet water mist." Perfume and Dusting Powder.



HINTS TO HELP YOU WIN:

"You can be younger looking with mild Palmolive care"

Palmolive Facials are the easy way, the modern way to new complexion beauty for most women. Simply...

1. Massage your skin vigorously for 1 minute with mild Palmolive lather. Then rinse and pat dry.
 2. Repeat 3 times each day.
- Here's how most complexions can be younger looking with Palmolive care:

- ✓ Smoother looking skin
- ✓ Brighter skin
- ✓ Less flakiness
- ✓ Less oiliness
- ✓ Fewer tiny blemishes
- ✓ Clearer color

In the picture (AT RIGHT) Joan might be telling her friend about Palmolive Care, in these or other words. Make it clear and to the point—and you may be a winner!

HERE'S ALL YOU DO: Just write Joan's answer to Marge's question in 20 words or less.



MARGE: Joan, I'm so jealous! How do you manage to have such a lovely complexion?

JOAN'S ANSWER IS:.....

Mail your entry along with 2 Bath Size or 3 Reg. Size Palmolive Soap wrappers or reasonable facsimiles to: PALMOLIVE CONTEST, P. O. Box 77, Mt. Vernon 10, N. Y.

Entries must be postmarked not later than Dec. 31, 1960, and received not later than Jan. 15, 1961. Send in as many entries as you wish, but each entry must be in a separate envelope and accompanied by the wrappers from 2 Bath Size or 3 Reg. Size Palmolive Soap or reasonable facsimiles. Entries will be judged on the basis of appropriateness, freshness, clarity and sincerity. The judges' decisions will be final. All winners will be notified by mail. Contest is subject to Federal, State and local laws and regulations. Void wherever taxed, prohibited or otherwise restricted.

All entries, contents and ideas therein become the property of Colgate-Palmolive Co., and none can be returned. Contest is open to any resident of the United States, its territories and possessions (except employees of Colgate-Palmolive Co., its advertising agencies and their families). Get more entry blanks at any store where Palmolive Soap is sold.

My Name..... (PLEASE PRINT)

Address.....

City..... Zone..... State.....

Dealer's Name..... Address.....

